



Delivering the ultimate entertainment fix and hosting the biggest reality and movie titles, **Slice™** is the go-to channel for topics women can't get enough of: weddings, money, relationships and more!

new series



Big Brother Canada

Big Competition. Big Evictions. Big Betrayals. Canada's #1 summer series *Big Brother* has finally crossed the border and it's going to be the biggest multiplatform entertainment experience in Canadian history!

Big Brother Canada will pick a diverse group of houseguests to live in the *Big Brother Canada* house outfitted wall to wall with cameras and microphones to capture the houseguests' every move. Week to week the houseguests compete in a series of challenges and vote each other out until one claims victory and takes home the grand prize. For the first time ever, Canadians will be able to influence what happens in the show with *Power Play*, our innovative online game.

Big Brother Canada After Dark

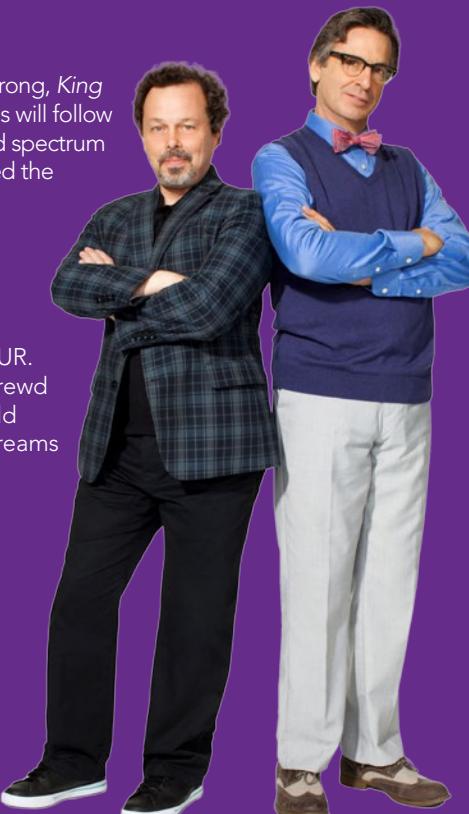
Big Brother Canada After Dark will be heating up our cold nights every night! From 2-5am ET, seven days a week, *Big Brother Canada After Dark* features an uncut and uncensored television feed from the house, where nothing is sacred and anything goes. They might forget that the cameras are there, but you certainly never will.

Big Brother Canada host
Arisa Cox



King of the Nerds

Hosted by Robert Carradine and Curtis Armstrong, *King of the Nerds* is the ultimate nerd-off. The series will follow eleven fierce competitors from across the nerd spectrum as they set out to win \$100,000 and be crowned the greatest nerd of them all.



King of the Nerds

Vanderpump Rules

Vanderpump Rules follows the passionate, volatile and hot-and-bothered-staff at Lisa Vanderpump's West Hollywood mainstay SUR. Lisa balances her motherly instincts and shrewd business sense to keep control over this wild group of employees as they pursue their dreams and each other while working at her "Sexy, Unique Restaurant."

My Teenage Wedding

Everyone thinks they're too young to get married, but they don't care! Convinced that their love is the forever kind, these teens will stop at nothing to walk down the aisle. *My Teenage Wedding* goes behind-the-scenes of teen weddings, following couples as they leap headfirst into a very adult world of matrimony.

Money Moron

Money Moron

Many people don't have the "money talk" before entering a relationship. Each episode of *Money Moron* enlists money guru Gail Vaz-Oxlade to help troubled relationships and create a solid financial foundation for their future. What better way to blow the whistle on a financially irresponsible boyfriend, wife, brother or BFF than by having Gail on your side to tell it like it is? Financial secrets are exposed and challenges issued and braved. On the line: the relationship and a chance at \$10,000 cash.



Slice.ca

DIGITAL INITIATIVES, STATISTICS AND INNOVATIONS



- Slice.ca is the home of hit program *The Real Housewives of Vancouver*, and the highly addictive reality show is back for another season. During season 1, *The Real Housewives of Vancouver* delivered more monthly video views (1,800,000 in June 2012) than any other show in the history of Slice.ca. Inquire today about online sponsorship opportunities for this record-breaking show
- This February: *Big Brother Canada* is coming exclusively to Slice.ca. Fans will be offered a robust experience of digital fun and entertainment:



- Fully responsive site, adapting to any device and screen size to offer an optimized cross-platform experience
- Streaming full episodes after broadcast including *Big Brother Canada After Dark*
- The 24/7 live feed of the Big Brother house on Slice.ca will allow Canadians to keep up with everything going on in the house at all times
- *Big Brother Canada* unseen exclusives offered to fans on the site, including photo galleries, exclusive clips and interviews
- 67% of visitors are A18-49 (Index 130 vs. Total Internet) and 38% of visitors are F18-49 (Index 146 vs. Total Internet)
- Slice.ca is growing:
 - 185,000 Visitors/Month; up 29% YoY
 - 1,400,000 Page Views/Month; up 10% YoY
 - 2,000,000 Videos/Month; up 43% YoY

Source: Unique Visitors and Profile data-comScore Inc. Media Metrix, November 2012, 3-month average data, Total Canada, 2+ online audience.

Page View and Video Data-Omniture Site Catalyst, November 2012, 3-month average data.

The Real Housewives of Vancouver Video Data- Omniture Site Catalyst, June 2012.

new seasons

The Real Housewives of Vancouver

Slice's #1 series returns! Season two takes viewers into the luxurious lives of six beautiful, larger-than-life Vancouver Housewives: Jody, Ronnie, Mary and newcomers Amanda, Robin and Ioulia.

Millionaire Matchmaker

This season marks a new chapter for Patti who looks better than ever. After five seasons of successfully finding love for single millionaires, she is now ready to find her own true love.

Four Weddings Canada

Four Canadian brides compete in a matrimonial showdown unlike any other when they attend and then judge each other's weddings in the Slice series *Four Weddings Canada*.

The Real Housewives of Beverly Hills

The Real Housewives of Beverly Hills follows six of the most affluent women in the country as they enjoy the lavish lifestyle that only Beverly Hills can provide.

The Real Housewives of Orange County

The Real Housewives of Orange County returns! Reeling from the repercussions of divorces and dissolving friendships, the series once again ventures behind the gates for a scandalous look at the loves and lives unfolding inside one of Southern California's wealthiest communities.

The Real Housewives of Miami

Season 2 gives viewers an inside look into the inspirational lives of seven women as they juggle family, work, and a spicy social scene in the hottest city in the world.



Millionaire Matchmaker

Audience Profile

Demographic Profile

% of A18+ AMA, English Canada



Source: BBM Canada PPM Data, %A18+ AMA, English Canada, M-Su 2a-2a (Aug 27 – Dec 16/12)

Slice viewers are comfortable with today's technology and are more likely than the population to:

- Use a cell/smart phone for personal use (132)
- Have a touch screen tablet or e-reader (157)
- Have participated in social networking on the internet in the past month (137)
- Have 2+ computers in the household (116)

Fashion & cosmetics are important to the Slice viewers and they are more likely to:

- Enjoy shopping for clothes (127)
- Try to keep up with latest fashion and style trends (119)
- Have personally bought a watch (145) or fine jewelry (158) in the past year
- Used mascara (183) or nail care products (217) in past 6 months

With kids and/or teens in the household, Slice viewers are more likely to:

- Have gone to the movies in the past week (124)
- Have purchased frozen main courses (121), ready-to-serve dips (136) or pudding (120) in the past 6 months
- Have done 5+ loads of laundry in the past 7 days (120)
- Reward themselves by having a snack (143) and have consumed popcorn (113), hard candy/mints (117), or a serving of wine (116) in the past 6 months

Source: PMB 2012 2-year readership database, English Canada, Index based on Comp% of A18-54 vs. population

Key Research Findings

- Slice ranks among the top 20 specialty networks against key target groups
- Experienced an increase in audience in Fa12 vs Fa11, + 6% for A25-54; +10% W25-54
- Top programs for Fall '12 include *Real Housewives of New Jersey*, *Real Housewives of New York*, *I'm Having Their Baby*, and *Tabatha's Salon Takeover*
- In an average week Slice reaches 4.7 million Canadians (2+)
- The highly-anticipated *Big Brother Canada* will air exclusively on Slice
- Subscribers – approximately 7.5 million (Mediastats Sept '12)

Source: BBM Canada PPM Data (FA12: Aug 27-Dec 16/2012) / Total Canada A25-54 AMA (000) unless otherwise noted